

PHILIP MORRIS U.S.A.
INTEROFFICE CORRESPONDENCE
Richmond, Virginia

To: Distribution
From: J. L. Myracle *JLM/br*
Subject: Departmental Operational Planning Meeting

Date: February 3, 1993

To ensure that we are prepared to live up to our commitment to communicate responsibilities and objectives to everyone in the Department, a meeting will be held Monday, February 15 from 9:00 AM - 5:00 PM in A1 conference room to review our current status.

The goal of the meeting is to make a "final pass" prior to initial communication of '93 R's & O's to ensure for each project that we understand the "What" (what is to be accomplished, as well as what the results should look like), the "When" (priority and milestones) and the "Who" (resources internal to the department and external to the department). In addition a review of any support to other programs is expected.

The agenda is as follows:

- (1) Kick-Off - J. L. Myracle
- (2) Marketplace Driven Product Development - R. P. Heretick (10 min.)
 - Domestic - C. B. Altizer (1/2 Hr.)
 - Export - J. N. Smith (1/2 Hr.)
 - Licensee/Affiliate - A. H. Confer (1/2 Hr.)
- (3) Operations Driven Product Development - R. H. Cox (10 min.)
 - Marlboro/Processing Plant Support - V. E. Willis (1/2 Hr.)
 - Premium Brands - G. N. Yatrakis (1/2 Hr.)
 - Discount Brands - W. R. Bell (1/2 Hr.)
 - Factory Support/Packaging Tech - C. S. Kroustalis (1/2 Hr.)
- (4) Consumer Research - S. B. Nelson (10 min.)
 - Domestic - M. A. Jeltema (1/2 Hr.)
 - International - J. A. Jones (1/2 Hr.)
- (5) Product Technologies - R. P. Heretick (10 min.)
 - General - R. P. Heretick, et al (15 min.)
 - Filter Technology - K. A. Newman (1/2 Hr.)
 - Paper Technology - S. D. Baldwin/H. V. Lanzillotti (1/2 Hr.)
 - Technology
- (6) Review of Capabilities, Services, and Responsibilities For:
 - Applied Statistics - J. E. Tindall (15 min.)
 - POL Operations - F. R. West (15 min.)
 - Product Development Services - J. R. Hearn (15 min.)

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R. P. HERETICK

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Your challenge is to get prepared, communicate your responsibilities succinctly and completely with overheads, and hard copies for the participants.

Please consider this meeting as a "stepping stone" in a process of communicating plans. In the next couple of weeks Don Leyden will present an overview of the R&D Strategic Plans to the department. This will be followed by another meeting where you will present your Operational Plans to the department. In addition we will need to communicate our plans to departments effected by them as time permits.

If you have any questions, please contact Dick Heretick, Richard Cox, Sam Nelson, Howard Spielberg or myself.

JLM:gmm

cc: Mr. C. B. Altizer
Dr. S. D. Baldwin
Mr. W. R. Bell
Mr. A. H. Confer
Dr. R. H. Cox
Mr. J. R. Hearn
Mr. R. P. Heretick ✓
Dr. M. A. Jeltema
Dr. J. A. Jones
Mr. C. S. Kroustalis
Mr. H. V. Lanzillotti
Mr. S. B. Nelson
Mr. K. A. Newman
Ms. J. N. Smith
Mr. H. L. Spielberg
Mr. J. E. Tindall
Ms. F. R. West
Ms. V. E. Willis
Mr. G. N. Yatrakis

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